

## 30-Day Display – Vehicle(s) Not For Sale

### 30-Day Display

A licensed dealer may display vehicles at a fair, exposition, or similar exhibit without securing a branch license. The provision extends to public shopping areas or centers, autoramas, and other similar locations or events open to the public and intended to bring the dealer's identity and product to the public's attention provided that:

- The vehicle(s) are not for sale, no actual sales are attempted at these events.
- The display does not exceed 30 days.

The location of the display area must be accessible to all state licensed dealers without discrimination as to manufacturer, make, or year of the vehicle(s) displayed.

### Procedures

When exhibiting a vehicle(s) at a fair, exposition, or similar locations or events, a dealer must:

- Post a sign, within the vehicle, or close proximity to the vehicle, having letters not less than 3 inches in height, that indicate the dealer's name and licensed business address. The sign must include a statement that: *"No sales permitted or deposits accepted at this location."*
- Make certain that sales are not offered, attempted, solicited, negotiated or otherwise transacted, including acceptance of deposits or trades or other consideration to bind a sale.
- Remove vehicles on display at the end of the 30<sup>th</sup> day. To establish compliance with the 30-day limitation, the displayed vehicle must be removed for one full day. After the conclusion of one full day, the display area must become available to all state licensed dealers.

There is no limitation to the number of 30-day displays a dealer may conduct or a property owner may permit.

### Exempt Locations

The conditions in this memo do not apply to:

- A licensed dealer's established place of business.
- A display area within 1,000 feet of an established place of business that is within the exclusive control of the dealer.
- A temporary branch location operated under a permit, which is prominently displayed to the public.

## **Background**

Industry members and property owners requested clarification of *California Vehicle Code* §11709(b), specifically related to the 30-day limitation. The 30-day limitation was established to avoid possible misinterpretation to an established place of business. The exemption applies to an event(s) of limited or short term duration.

## **Distribution**

Notification that this memo is available online at **[dmv.ca.gov/pubs/olin/olin.htm](http://dmv.ca.gov/pubs/olin/olin.htm)** was made via e-mail alert in April 2009, to the following:

- OLIN
- Dealers
- Lessor- Retailors

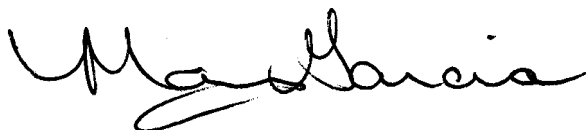
## **References**

*California Vehicle Code* §11709(b)

*California Code of Regulations Title 13* §270.08

## **Contact**

Call the Occupational Licensing Firms Unit, at (916) 229-3126, for further clarification of this memo.

A handwritten signature in black ink, appearing to read 'Mary Garcia', with a stylized, flowing script.

MARY GARCIA, Chief  
Occupational Licensing